Permit #F00027022

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027022 **Type of Permit:** FILMING **Release Date:** 04/19/2010

Production Company THE SWEET SHOP

Insured Company Name THE SWEET SHOP

Contact Phone No. 1 424-258-1000
Contact Phone No. 2 818-599-3886
Fax 323-843-9703
Address 6063 W Washington Boulevard
culver City, California 90232

Production Title KELLOGG'S FIBER PLUS

Type of Production Commercial - Standard

Producer Laurie Stonebreaker

Director Paul Goldman

1st AD na na

Production Manager Andrew Colon

FilmL.A. Coordinator Daniel Alvarez

Location Manager Steve Beimler
Primary Phone Office - 310-877-3032
Secondary Phone Office - 424-258-1000

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$465.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,227.00

Number of Locations 3

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Summary Information — Location

Location 1 of 3

Permit Number F00027022
Production Company THE SWEET SHOP
Insured Company THE SWEET SHOP
Production Title KELLOGG'S FIBER PLUS

Location Manager Steve Beimler
Primary Phone Office - 310-877-3032
Secondary Phone Office - 424-258-1000

Location Address 2000 Avenue of the Stars, Los Angeles, CA, 90067

Location Names

Location Type Office Building

Location Description

Film Dates 4/20/2010 - 4/20/2010 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	5
Generator	1
Motor Homes	1
Semi Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	2
Crew	50

Filming Activities LOCATION CANCELED NOTIFICATION FEES DUE;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note LOCATION CANCELED NOTIFICATION FEES DUE

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

Lane / Full Closure (CANCELED

Approximate Footage 301 - 600

Date(s) 4/20/2010 to 4/20/2010 **Time(s)** 06:00 to 22:00

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Summary Information — Location

Permit Number F00027022
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Insured Company THE SWEET SHOP
Production Title KELLOGG'S FIBER PLUS

Location Manager Steve Beimler
Primary Phone Office - 310-877-3032
Secondary Phone Office - 424-258-1000

Location Address 1801 Avenue of the Stars, Los Angeles, CA, 90067

Location Names

Location Type Office Building

Location Description

Film Dates 4/20/2010 - 4/20/2010 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	5
Generator	1
Motor Homes	1
Semi Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	2
Crew	50

Filming Activities LOCATION CANCELED NOTIFICATION FEES DUE;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note LOCATION CANCELED NOTIFICATION FEES DUE

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

Lane / Full Closure CANCELED

Approximate Footage 301 - 600

Date(s) 4/20/2010 to 4/20/2010 **Time(s)** 06:00 to 22:00

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Summary Information — Location

Permit Number F00027022
Production Company THE SWEET SHOP
Insured Company THE SWEET SHOP
Production Title KELLOGG'S FIBER PLUS

Location Manager Steve Beimler
Primary Phone Office - 310-877-3032
Secondary Phone Office - 424-258-1000

Location Address 333 S Hope St, Los Angeles, CA, 90071

Location Names

Location Type Office Building

Location Description BANK OF AMERICA PLAZA AND BUILDING

Film Dates 4/20/2010 - 4/20/2010 06:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
Authorization from The Sweet Shop to FPU.pdf
Downtown Filming Guildelines 2010.03.01.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	5
Generator	1
Motor Homes	1
Semi Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	2
Crew	50
Spot Check	1

Filming Activities exterior park bench scene at private park on property;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking
Base Camp
Location Type : Private Parking Lot
Street : 240 So. Hope St

Crew Parking
Location Type : Private Parking Lot
Street : 240 So. Hope St

Posting "No Parking" signs W/S Hope St., GTK to 4th. St.

Approximate Footage 301 - 600 **Log Number**

Date(s) 4/20/2010 to 4/20/2010 **Time(s)** 06:00 to 22:00

Lane / Full Closure CANCELED

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Summary Information — Location

Permit Number	F00027022	**Location Manager**	Steve Beimler
Production Company	THE SWEET SHOP	Primary Phone	Office - 310-877-3032
Insured Company	THE SWEET SHOP	Secondary Phone	Office - 424-258-1000
Production Title	KELLOGG'S FIBER PLUS		

Approximate Footage 0 - 300

Date(s) 4/20/2010 to 4/20/2010 **Time(s)** 06:00 to 22:00

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of The Sweet Shop **("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.**

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: April 19, 2010

The Sweet Shop
Name of Principal

By: Andrew Colón
Representative's Signature

Andrew Colón
Print Representative's Name

Production Supervisor
Representative's title

6033 Washington Blvd.
Culver City CA 90232
Principal's Address

323 493 2993
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

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SPECIAL CONDITIONS FOR LOCATION FILMING IN DOWNTOWN LOS ANGELES

1. DEFINITION OF TERMS

a. Downtown Los Angeles, for the purposes of these conditions, shall be defined as the area North to South from the 101 Freeway to the 10 Freeway; East to West from the Los Angeles River to the 110 Freeway.

b. The Downtown Los Angeles Neighborhood Council boundaries (**DLANC boundaries**), for the purpose of these conditions, shall be defined as bordered on the North and East at the 101 Freeway from the 110 Freeway east to Los Angeles Street, south to 4th Street, east to Alameda Street, south to 7th Street, east to the Los Angeles River; on the South by the 10 Freeway from the 110 Freeway to the Los Angeles River; on the West by 110 Freeway from the 10 Freeway to the 101 Freeway. (This area is the same area as defined above as Downtown Los Angeles, but excludes the Little Tokyo and Arts District neighborhoods.)

c. Residential buildings shall be defined as any building with legal residential occupants (mixed-use, adaptive reuse, artist-in-residence (A.I.R.), SROs, residential hotels, condominiums and apartment buildings). DLANC will maintain an accurate and contemporary listing of all residential buildings showing a 100-foot radius from each building so as to identify any areas both inside and outside of that radius.

d. The Broadway Entertainment District (aka Broadway Theatre District), for the purposes of these Conditions, shall be defined north to south as Broadway from 3rd Street to Olympic Boulevard, and east to west from Frank Court to Lindley Place (aka St. Vincent Alley Court), or the equivalent mid-block point to either of these alleys where the alley is not present, including any theater loading facilities, defined as any public or private surface parking lot, parking garage, public street or curb area adjacent to, or utilized by, a theater. If, in the future, the City adopts an ordinance with regulations governing filming in this area, such regulations shall supersede these Filming Conditions.

e. The Old Bank District residential overlay, for the purposes of these Conditions, shall be defined as the area bound by South Spring St., West 5th St., West 4th St., and Werdin Pl.

2. FILMING STANDARD HOURS AND DAYS

a. Filming activity, or any production-related activity including but not limited to activities such as base camps, catering, generators, etc., within the **DLANC boundaries** is restricted to the hours of 6:00 a.m. to 11:00 p.m. within a 100-foot radius of any residential building. Filming activity in the **Broadway Entertainment District** is restricted to the hours of 6:00 a.m. to Midnight within a 50-foot radius of any residential building. **Old Bank District** is restricted to the hours of 7:00 a.m. to 10:00 p.m. within a 100-foot radius of any residential building**.** No extension of the standard filming hours for filming or any disruptive production-related activity shall be allowed until a signature

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survey has been properly submitted. Proof of signature surveys shall be made available to DLANC upon request.

b. No film permits may be issued along Main and Spring Streets from 2nd to 9th Streets, or on any block of 2nd through 9th Streets between Los Angeles and Spring during the Downtown Art Walk, currently held on the second Thursday of each month. Filming inside of private buildings or entirely on private property during this time is permitted so long as there are no external impacts.

c. No filming may be conducted in close proximity to major public events anywhere in Downtown Los Angeles as permitted by the LAPD, or identified with 30 days notice to the City's Designated Film Permit Contractor by DLANC. Film permits may be considered in light of major public events on a case-by-case basis so long as their issuance will not cause further disruption to Downtown businesses and residents during such events.

3. RESIDENTIAL AND MERCHANT PROTECTIONS IN THE DLANC BOUNDARIES

a. A film permit may include no more than 300 feet of curb lane per city block for the parking of film production vehicles, crew or equipment. Requests for additional amounts of curb lane shall require a signature survey. The **Broadway Entertainment District** is exempt from this restriction.

b. Production personnel (and equipment utilized by the production company) shall not block the sidewalk area in front of an open commercial business or a residential building, including residential patios, windows, doorways, or entryways, unless the production company has secured the permission of the merchant and/or property owner. Where the commercial business is one that is primarily open in the evening and nighttime hours, the production company, their cast and crew may not block the access to and signage of such establishment (as seen from the street), without permission of the merchant and/or property owner during the hours of operation of the business.

c. Customers, employees, residents, and guests of affected properties shall be allowed free ingress/egress to all buildings, merchants, and parking facilities. Arrangements shall be made to ensure access to deliveries, trash pickup, residential move-in/move-out, and vendor access to the properties/merchants during productions.

d. All commercial businesses must prominently post hours of operation and contact phone numbers, and residential buildings must have a designated contact person authorized to give permission. Special events held by commercial businesses, outside of normal business hours, must also be posted in advance, and production companies must provide full access and visibility during such events.

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4. NOISE, FUMES, AND LIGHTING WITHIN THE DLANC BOUNDARIES

a. Generators, portable toilets or toilet vehicles, and outdoor food preparation using charcoal or gas grills must be a minimum of 50 feet (horizontally) from any residential window or entrance. If it is physically impossible for a generator to be a minimum of 50 feet from residential windows or entrances, the generator shall be placed as far away as possible and vented away from residential windows and entrances. However, under no circumstances shall a generator be placed directly underneath a residential window.

b. Film productions must focus lighting on the filming area only and make every effort to shield the lighting from adjacent properties, pedestrians, and patrons of commercial businesses at all times. Exceptional lighting (e.g., Musco and Bebee lighting) outside of regular filming hours shall not be allowed without a signature survey of the affected merchants and/or property owners. **Signature survey shall be required for Exceptional lighting within the Old Bank District between the hours of 6:00 p.m. and 6:00 a.m.** Under no circumstances shall lighting be directed onto oncoming traffic.

c. Film production companies are required to completely remove all trash, food, and cardboard boxes, etc. from the general vicinity at the end of each filming day. Film production companies will be held responsible for the actions of catering companies they employ to provide food for the cast and crew.

5. SPECIAL REQUESTS AND EXCEPTIONS REVIEW AND NOTIFICATION WITHIN THE DLANC BOUNDARIES

a. Helicopters shall not be granted permits for landing at non-certified helipads before and after approved filming hours. All aerial filming productions must provide upon request a copy of an approved FAA Form 7711-2, or other official waiver, along with a copy of the briefing on the flight operations for all participating persons or property.

b. No film permit shall be construed as a waiver of 14 CFR § 91.119, 14 CFR § 91.515(a) or 14 CFR § 91.303(e), dictating federal flight altitude regulations, for purposes of non-participating persons or property (see attachment).

c. Notification beyond the standard 500-foot radius will be made to affected residents and merchants for high impact activity that is likely to cause interference with adjacent properties of people such as car chases, simulated gun fire, explosions, screams for help and other loud noises, helicopter activity, road closures or other such exceptional activities that might cause a police response to the filming location. High impact filming activity must be preceded by notifications at least two days in advance. The City's Designated Film Permit Contractor or the production company shall consult a designated DLANC representative when an applicant requests a permit for high impact filming activity with less than two days notice.

d. Due to the location of building air intake systems on Lower Grand Avenue, no special effects, including smoke, steam or fog, may occur in that area without first obtaining

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clearance from the appropriate building contacts and maintenance engineers. Contact must be made at least 48 hours prior to the proposed effect(s).

6. FILMING-RELATED CONGESTION WITHIN THE DLANC BOUNDARIES

a. The City's Designated Film Permit Contractor will ensure that the impact from filming at recurrently used locations is minimized to the affected residents and businesses.

b. In rush hour restricted lanes, as designated by LADOT, no Intermittent Traffic Control (ITC) shall be permitted during Rush Hours (7:00 a.m. – 9:00 a.m. and 4:00 p.m. – 7:00 p.m., Monday through Friday). No simultaneous closures or ITC of both the Second and Third Street Tunnels will be permitted.

c. Production companies shall request the posting of "no parking" signs, lane or street closures with LADOT for the day(s) that they are "on site" only. When closures are not necessary for the day(s) requested, production companies shall report the changes to the City's Designated Film Permit Contractor, who shall notify LADOT, who must revise and/or remove parking signs, as necessary.

d. Production companies must provide adequate detour and directional signage when street closures are in place, conforming to current LADOT standards and practices. Detour routes must accommodate large, semi and tractor trailer trucks and public transit vehicles.

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ATTACHMENT
(Note: The following are the most current federal flight altitude regulations as of November 2007. The regulations could change at any time.)

§ 91.119 Minimum safe altitudes: General.

Except when necessary for takeoff or landing, no person may operate an aircraft below the following altitudes:
(a) Anywhere. An altitude allowing, if a power unit fails, an emergency landing without undue hazard to persons or property on the surface.
(b) Over congested areas. Over any congested area of a city, town, or settlement, or over any open air assembly of persons, an altitude of 1,000 feet above the highest obstacle within a horizontal radius of 2,000 feet of the aircraft.
(c) Over other than congested areas. An altitude of 500 feet above the surface, except over open water or sparsely populated areas. In those cases, the aircraft may not be operated closer than 500 feet to any person, vessel, vehicle, or structure.
(d) Helicopters. Helicopters may be operated at less than the minimums prescribed in paragraph (b) or (c) of this section if the operation is conducted without hazard to persons or property on the surface. In addition, each person operating a helicopter shall comply with any routes or altitudes specifically prescribed for helicopters by the Administrator.

§ 91.515 Flight altitude rules.

(a) Notwithstanding §91.119, and except as provided in paragraph (b) of this section, no person may operate an airplane under VFR at less than—
(1) One thousand feet above the surface, or 1,000 feet from any mountain, hill, or other obstruction to flight, for day operations; and
(2) The altitudes prescribed in §91.177, for night operations.

§ 91.303 Aerobatic flight.

No person may operate an aircraft in aerobatic flight—
(a) Over any congested area of a city, town, or settlement;
(b) Over an open air assembly of persons;
(c) Within the lateral boundaries of the surface areas of Class B, Class C, Class D, or Class E airspace designated for an airport;
(d) Within 4 nautical miles of the center line of any Federal airway;
(e) Below an altitude of 1,500 feet above the surface; or
(f) When flight visibility is less than 3 statute miles.

For the purposes of this section, aerobatic flight means an intentional maneuver involving an abrupt change in an aircraft's attitude, an abnormal attitude, or abnormal acceleration, not necessary for normal flight.

[Doc. No. 18834, 54 FR 34308, Aug. 18, 1989, as amended by Amdt. 91– 227, 56 FR 65661, Dec. 17, 1991]

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